

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application. An identifier indicating the status of each claim is provided.

Listing of Claims

1-16. (Canceled)

17. (Currently Amended) An information receiving device for receiving separately transmitted program information and commercial information, and allowing a viewer to set display conditions for displaying the commercial information with the program information, comprising:

receiving means for receiving the program information and the commercial information on a first channel; wherein the commercial information is received and then the program information is received;

condition setting means for the viewer to set display conditions for the commercial information;

control means for forming control data on the basis of the display conditions;

combining means for combining said program information with said commercial information in accordance with said control data and outputting the combined program and commercial information for display;

transmission means for transmitting the control data to a source company which transmits the program information and the commercial information

wherein said control means, at the viewers request, and in response to viewer operation of the condition setting means causes the transmission of commercial related information to be transmitted from a commercial related information memory; and

wherein said display conditions include an option to not display any commercial information such that only program information is displayed.

18. (Previously Presented) The information receiving device according to claim 17, further comprising recording means for recording at least said commercial information.

19. (Previously Presented) The information receiving device according to claim 17, wherein a broadcasting source adjusts the transmitted commercial information on the basis of the display conditions.

20. (Previously Presented) The information receiving device according to claim 17, wherein the source company adjusts a fee charged to the viewer on the basis of the display conditions.

21. (Previously Presented) The information receiving device according to claim 17, wherein the display conditions indicate a ratio for combining said program information and said commercial information.

22. (Previously Presented) The information receiving device according to claim 17, wherein the display conditions indicate that the commercial information should not be combined with the program information.

23. (Previously Presented) The information receiving device according to claim 17, wherein the display conditions indicate classifications of the commercial information which should be combined with the program information.

24. (Currently Amended) An information receiving method of receiving separately transmitted program information and commercial information, and allowing a viewer to set display conditions for displaying the commercial information with the program information, comprising:

a receiving step of receiving the program information and the commercial information on a first channel; wherein the commercial information is received and then the program information is received;

a condition setting step of allowing the viewer to set display conditions for the commercial information;

a control step of forming control data on the basis of the display conditions;

a combining step of combining said program information with said commercial information in accordance with said control data and outputting the combined program and commercial information for display;

a transmitting step of transmitting the control data to a source company which transmits the program information and the commercial information;

requesting through operation of a condition setting means the display of
commercial related information; and

transmitting the commercial related information from a commercial related
information memory;

wherein said display conditions include an option to not display any commercial
information such that only program information is displayed.

25. (Previously Presented) The information receiving method according to
claim 24, further comprising a recording step of recording at least said commercial information.

26. (Previously Presented) The information receiving method according to
claim 24, wherein the source company adjusts a fee charged to the viewer on the basis of the
display conditions.

27. (Previously Presented) The information receiving method according to
claim 24, wherein a broadcasting source adjusts the transmitted commercial information on the
basis of the display conditions.

28. (Previously Presented) The information receiving method according to
claim 24, wherein the display conditions indicate a ratio for combining said program information
and said commercial information.

29. (Previously Presented) The information receiving method according to claim 24, wherein the display conditions indicate that the commercial information should not be combined with the program information.

30. (Previously Presented) The information receiving method according to claim 24, wherein the display conditions indicate classifications of the commercial information which should be combined with the program information.